

FIVE-CENT FARES AND FREE TRANSFERS NOW DEMAND OF ALL SOUTH PHILADELPHIA

WAST PROFIT TO DOWNTOWN SURE WITH SUBWAY

South Philadelphia Demands Rapid Transit and Abolition of All Exchange Tickets.

Saving of \$168,000 a Year in Time Only One of Many Benefits to a Population of 380,000.

SOUTH PHILADELPHIA DEMANDS SUBWAY AND FREE TRANSFERS

The South Broad street subway will save passengers \$168,000 per year in time (1,123,000 hours, at 11 cents per hour).

More than 380,000 people, who reside in the southern section of Philadelphia south of Pine street and between the Delaware and Schuylkill Rivers, are directly interested in and will be personally benefited by the program for rapid transit development.

On an average, 362,000 passengers travel out of, into and within South Philadelphia every day on the street cars.

It is interesting to note where these people travel to and from, as ascertained by the traffic survey.

118,000 travel daily between South Philadelphia and the central business district.

61,000 travel daily between South Philadelphia and the northern section of the city.

33,000 travel daily between South Philadelphia and West Philadelphia.

3000 travel daily between South Philadelphia and the northeast section, including Kensington and Frankford.

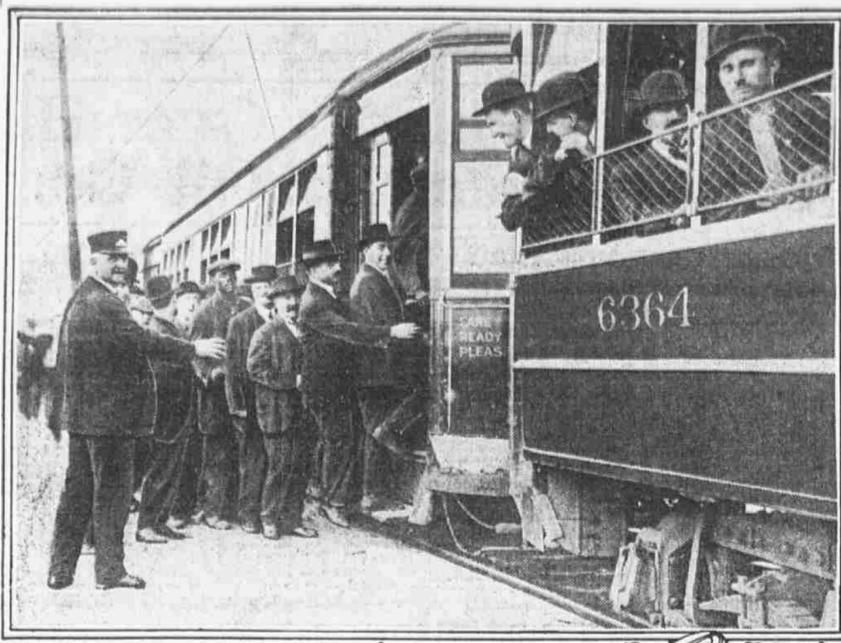
43,000 travel daily, locally, within South Philadelphia.

The South Broad Street Subway, which will extend from League Island under Broad street to a point of connection with the Delaware loop and the North Broad Street Subway, is urgently needed to relieve the intolerable congestion which exists on the present surface lines serving South Philadelphia.

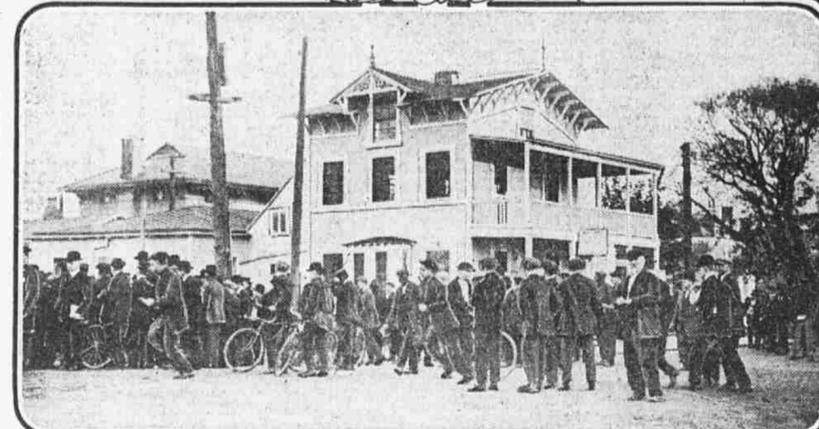
WHAT SUBWAY WILL DO. Under the terms of the transit program, South Philadelphians will be enabled to take any east and west surface line leading to and from the stations on the South Broad Street Subway and transfer between these surface lines and the South Broad Street Subway for one-cent fare.

The payment of this one fare will enable passengers originating on those surface lines in South Philadelphia to travel to any point on the present or recommended high-speed system in the city in a forward direction without extra charge, and will also enable them upon leaving the high-speed system to take an additional ride on the surface line leading from the high-speed station in a forward direction to their destination on free transfer without extra charge.

In brief, this means that South Philadelphia passengers who desire to use the high-speed system will be collected and distributed by the surface car lines in South Philadelphia, conveyed to and from the South Broad Street Subway station, from which they will be conveyed to every other station on the high-speed system leading into West Philadelphia, Northeast Philadelphia, North Philadelphia or the northwestern section, and at the other end of the high-speed journey



Workers at the League Island Navy Yard have trouble in reaching home when their work is done. The crowding and packing of cars, shown in the picture on the left, is a daily occurrence, while the picture at the right shows how the men must rush for seats. Many become disgusted and ride home on bicycles, while hundreds wait for cars, as shown in the picture at the bottom.



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44 1/2 minutes—a saving of 51 minutes on the round trip. From League Island to Roxborough from 85 minutes to 45 minutes—a saving of 1 hour and 20 minutes on the round trip.

A large part of this time-saving will be available to the great majority of street car riders to and from South Philadelphia.

The 43,000 local car riders in South Philadelphia are determined to have the existing congestion of street cars eliminated.

The remaining 364,000 passengers who travel daily between South Philadelphia to more remote sections of the city beyond the central business district at high cost in money and in time wasted are still more deeply interested.

"EXCHANGES" MUST GO. "Time is money," and they propose to save both time and money by backing up the transit program.

The program for rapid transit development as arranged between Director Taylor and officials of the P. R. T. Company provides for the elimination of the exchange tickets between surface car lines and for the issuance of free transfers between surface car lines instead.

Passengers traveling into and within South Philadelphia spend \$25,000 per year in purchasing exchange tickets. This amount will be saved to them annually in cash when the exchange tickets are eliminated.

The city of Philadelphia is expending millions of dollars in completing the South Broad Street Boulevard and in developing League Island Park. This expenditure on the part of the city cannot result in the upbuilding of the 370 acres which are vacant between the Delaware and the Schuylkill Rivers south of Oregon avenue until people can get to and from those areas cheaply, comfortably and quickly by the South Broad Street Subway and surface transfer lines.

Moreover, in planning for the future development of that vast section of South Philadelphia south of Oregon avenue, consisting of 370 acres, the city has laid out, according to the report of the Department of Public Works for 1913, "broad streets, right-angle avenues, parks and playgrounds in such a way as will be most conducive to the health of the great population which will make its future home there. Philadelphia will thus have a really unique opportunity to show

for development by adequate rapid transit facilities on the same basis of 110 per acre, they would accommodate 460,000 residents, all within about four miles radius of City Hall.

It is particularly important to the holders of the vast tracts of real estate tributary to the South Broad street subway and the present and future surface lines which will act as feeders thereto with free transfers to push the transit development, otherwise those vast tracts of real estate will be dormant and unutilized so long as they continue to be unavailable for residential purposes by reason of their isolation and the lack of capacity of existing lines to carry people to and from them. This is what the subway did for New York real estate.

An exhaustive investigation of the effect of the construction of rapid transit lines on the value of real estate served was conducted by the City Club of New York in 1908, and its report thereon was filed with the Board of Estimate and Apportionment and with the Public Service Commission, New York city.

Assessment values, as given by the Department of Taxes and Assessments, were taken for the year of 1909 on vacant lots on a basis of 60 per cent of full value for the district from 73rd street to Spuyten Duyvil; 65 per cent between

Central Park and the Harlem River and 60 per cent in the Bronx.

These were compared with the assessment values of 1907 on a 90 per cent basis for all of these districts, and in each case the full value was obtained by raising the assessment figures to 100 per cent.

In the districts which were largely built up all vacant lots were listed. Where there were a few buildings, as in the extreme northern portion of Manhattan, a sufficient number of such lots were taken to show the general land values, and from these was figured the total value for the district. To ascertain the proportion of increase in land value attributable to the building of the subway it was necessary to deduct from

the total rise what might be termed a normal rise, or the increase that would have taken place through the natural growth of the city without the added stimulus of a new transit line.

METHOD OF JUDGING INCREASE. The only basis of arriving at a judgment of what such a normal rise probably was is to ascertain the rise for a period of equal length under normal conditions.

Accordingly, the increase in value of the same land during the preceding years from 1893 to 1909 was determined.

It was found that values rose during this period of seven years on an average of about 70 per cent in the district on the west side below 125th street and on an average of about 45 per cent from this point north to the Spuyten Duyvil.

These percentages, then, may be taken as the normal rise for the district under a judgment as to the normal rise for a period of this length, and if subtracted from the rise which took place during the subway in 1909 to 1910 should indicate the effect of the subway on land values during the latter period.

By applying this method it was discovered that the land from 23th up to 73rd street and between Central Park and the North River had increased on an average about 45 per cent, which is about the expected normal rise. In the district along the Lenox avenue line, south of the Harlem River, the average increase was about 48 per cent, which would indicate that the land did not increase in value due to the building of the subway. The explanation of this unexpected condition is, no doubt, that an elevated road already existed to give fair service to these districts, so that the additional facilities had little effect on land values, except in the immediate vicinity of subway stations.

WHERE SUBWAY HELPED MOST. The rise in land value along the Broadway branch from 110th to 125th street was much more noticeable, averaging about 70 per cent, but the location of Columbia University at this point affected values to the extent that makes it quite impossible to arrive at any reliable conclusions as to the proportion of rise which should be attributed to the subway.

The situation from 154th street northward, however, is entirely different. Between 154th street, 156th street, Convent avenue and the North River the land increased in value between 1909 and 1907 about 117,825,000. Although the elevated road paralleled this district, yet, owing to the topography, the road was of little service, so the subway added very materially to the transit facilities of the locality.

The district between the Harlem and North River from 125th to 135th street increased in value about \$22,450,000 from 1907 to 1909. The increase was about \$19,925,000 from Dyckman street to Spuyten Duyvil; the increase in this land from 135th street to Spuyten Duyvil was \$2,525,000.

If an estimated normal rise of \$20,100,000 based upon the rise of the previous seven years be subtracted from this, it leaves a rise of about \$4,350,000, apparently due to the building of the subway, which is a 24 per cent increase in the value of 1907.

BRONX VALUES ADVANCE. The rise of land values in the Bronx is likewise very noticeable. Taking the district along the subway, extending in width one-half mile on either side, the increase in land value was as follows: From the Harlem River to Willis and 3d avenues, the rise of about \$3,200,000; from that point to Prospect avenue, about \$23,450,000; from the latter point to Bronx Park, about \$13,500,000.

The aggregate rise of land values for this district from the Harlem River to the Bronx Park was \$40,150,000. Subtracting from this the aggregate normal rise of \$35,500,000, it leaves an increase of \$4,650,000, due to the building of the subway.

As previously stated, the aggregate rise of land values above 154th street, in Manhattan, caused by the subway was \$42,200,000. The cost of building the subway from this point to 228th street was \$7,375,000, or but 15 per cent of the actual rise caused by the new line.

In the Bronx the situation was in most respects similar. The aggregate increase in land values of the district extending about one-half mile either side of the subway due to the building of the subway, and in excess of the normal rise of \$23,550,000, was about \$1,900,000. The cost

Transit Program in Brief. The transit program provides for the operation of all high-speed lines in conjunction with the surface system, which will serve as the agent for the gathering and distributing of passengers using the high-speed lines without extra charge.

Thus the advantages of rapid transit will be extended as equally as practicable to every front door in Philadelphia.

Passengers will be enabled to travel in a forward direction between every important section of the city and every other important section of the city quickly, conveniently and comfortably by way of the combined surface and high-speed lines, regardless of the number of transfers required, in so doing, for one-cent fares.

Eight-cent exchange tickets are to be abolished.

of the line from 143d street to Bronx Park was about \$5,700,000.

It will be noted that the aggregate rise in land value in Manhattan from 154th street to Spuyten Duyvil and in the Bronx due to the building of the subway was \$80,500,000. The cost of the entire subway from the Battery to Spuyten Duyvil and the West Farms branch to Bronx Park was only \$43,000,000.

WHAT EXPERIENCE SHOWS. West Philadelphia is profiting largely and disproportionately to other sections of the city by the advantages afforded by rapid transit. It is becoming a big city in itself.

Large and prosperous shopping districts have sprung up at 23d and Market streets and 6th and Market streets, with churches, banks, stores and other industries.

The present rapid transit line running to West Philadelphia has in the last 13 years diverted and concentrated the city's growth largely to West Philadelphia.

This section is now well built up and wants ready access to the other sections of the city which the additional high-speed lines will afford.

The people of the other sections of the city are aware of the advantages already being reaped by their neighbors in West Philadelphia, in whom they should also be built. These are all features which contribute to general prosperity.

JUSTICE FOR DOWNTOWN. The people of South Philadelphia justly demand that they be placed on a basis of equality with their neighbors.

The South Broad street subway, not counting the passengers from North Philadelphia, will effect a saving in time for 243,000 people daily, including those who live tributary to the surface lines acting as feeders.

The present Market street subway-elevated line saves time for 165,000 people daily in West Philadelphia.

The Broad street subway line and branches and delivery loop, which will serve South and North Philadelphia, will cost only \$35,000,000.

Of this cost, the section south of Spruce street will cost about \$5,000,000.

WISE OUTLAY BY CITY. The construction of the Broad street Subway is undoubtedly a wise investment for the city, as it will involve an annual interest and sinking fund charge of only 6.5 per cent, on about \$35,000,000 or \$300,000 per year. Under the pending constitutional amendment, if ratified by the people next year, this annual fixed charge will be reduced from 6.5 per cent to 5 per cent. It would be in the annual sinking fund charge from 2 1/2 per cent to 1 per cent. This would make the annual fixed charge on the investment in the Broad street subway only \$24,000 per year. Of course, this is in addition to the annual fixed charge on the delivery loop and on the North Broad street subway and branches, but the total fixed charge on the entire Broad street line, including delivery loop, as stated in detail in a previous issue, will be only \$1,700,000 per year. The existing Constitution and \$1,700,000 per year is the adoption of the pending amendment thereto.

ITEMS OF PUBLIC PROFIT. The following are certain items in addition to the net income of the Broad street line, which may be used in considering the additional indirect profits to be derived from the subway.

1. Annual saving to South Philadelphia passengers due to the elimination of exchange tickets, as stated, \$15,000 per year.

2. Annual saving to the city resulting from the increase in taxable values in the southern district.

DIRECTOR TAYLOR'S PROOF. Director Taylor has pointed out that an adequate rapid transit system in the city will permit families to establish permanent homes in South Philadelphia from which the wage-earning members can reach every important place of employment in the city quickly, cheaply and comfortably.

He has also pointed out that adequate rapid transit facilities will enable manufacturers to establish great plants for the employment of labor in South Philadelphia, as labor will be made available to such plants from every other section of the city by high-speed and economical transportation service.

It is of particular interest to the employees of the Philadelphia Navy Yard, as well as to the public, and will bear repeating.

Director Taylor, in speaking before the Secretary of the Navy, on behalf of his Honor Mayor Blankenburg, whom he represented at the meeting, went on to say:

"Philadelphia is preparing to construct great municipal facilities which will tie in and rebound to the benefit of the city. The Philadelphia Navy Yard, extending beyond her boundary into the adjacent territory of New Jersey and Delaware, and which will tend to subordinate the legal municipal boundaries in matters of metropolitan importance.

PRESENT TIME-21 MINUTES

TIME BY RECOMMENDED RAPID TRANSIT LINE-11 MINUTES

TIME SAVING, BROAD STREET AND OREGON AVENUE TO CITY HALL

The diagram shows that with rapid transit nine minutes would be saved in this journey.

they likewise will be collected and distributed by the surface car system leading to and from the point of destination, all for the same one-cent ride as will be possible with the new system.

LONG RIDES FOR A NICKEL. From League Island to Frankford by high-speed lines for 5 cents.

From League Island to Olney avenue by high-speed lines for 5 cents.

From League Island to Roxborough by high-speed lines for 5 cents.

From League Island to West Philadelphia by high-speed lines for 5 cents.

With the privileges of South Philadelphia using the surface car lines at each end of the journey in a forward direction without extra charge.

Every car rider should understand just what this means to him or her. Congestion on the existing surface lines leading into South Philadelphia will be eliminated by the South Broad street subway operated in this manner.

COMFORT AND SPEED IN TRAVEL. The 158,000 people who travel daily between South Philadelphia and the central business district will be enabled to travel comfortably on the existing north and south surface lines with the congestion removed, or those who prefer will be enabled to travel more quickly to the business district on the South Broad street subway line which will loop around 8th street under Market street.

The South Broad street subway line will cut down the time required to travel from League Island to City Hall from 25 minutes to 11 minutes—a saving of 14 minutes on the round trip.

what it can accomplish in the way of most advanced city building.

Twenty-two streets are now plotted from Delaware avenue to Broad street, most of them are 60 feet wide; instead it is planned to open only 15 main streets with greater distances between them.

Every alternate street will be 30 feet wide with room for double track car lines, while the other main streets will be but 50 feet wide and will have no tracks.

The gradual development of 15 new cross-town lines in South Philadelphia on these wide streets running east and west, with free transfers to the Broad street subway, will make possible the realization of the benefits of the city's largest investment in the South Broad street boulevard and the League Island Park was designed to bring about.

WEST PHILADELPHIA'S GROWTH. In this connection it is particularly interesting to every one who is interested in the development of South Philadelphia to note the development in West Philadelphia which followed the building of the Market Street Elevated line.

For the period from 1908 to 1912 the increase in taxable values in all of West Philadelphia was \$60,172,745, or 50.3 per cent, while the increase of taxable values in other residential districts of the city, excluding West Philadelphia, was only 24.2 per cent.

In the 26th Ward, which adjoins Market street on the south, extending from 4th street to City Line and which is directly served by the Market street "L," the valuation of unimproved real estate in 1907 was \$675,000, although it was only assessed at 50 per cent of that amount.

In 1909 the assessed valuation of the same property in that ward was increased to \$1,875,000 (basis 100 per cent).

In 1912 it still further increased to \$4,361,000, or a total increase in 12 years of 636 per cent.

SOUTH PHILADELPHIA'S FUTURE. In the square mile bounded on the west by 29th street, on the north by Tasker street, on the south by Oregon avenue and on the east by a line midway between 8th and 9th streets there were 17,500 residents in 1912, or 110 people to the acre.

These who like to get a bird's-eye view of South Philadelphia, including the swamps, ash piles and the unfinished projects which greet the eye below Oregon avenue, have ample opportunity every morning, hanging from a strap on a League Island car on Route No. 10.

It is impossible to appreciate the scene from a seat, as the aisle of the car is always jammed by passengers.

To learn the conditions during the rush hours and to find the time actually required to reach the Navy Yard an Evening Ledger reporter took the trip, obtaining his information clinging to one of the forward straps of the crowded car. In order to compare the present running time with the time that will be required to make the trip from Arch street on the proposed Broad street subway, he boarded a Twelfth street car at Arch street at 7:25 o'clock this morning.

AN ARMY OF STANDERS. By persistent efforts he managed to get from the front platform and reached a strap which had luckily just been left dangling. A few passengers were also at Chestnut street, but they were succeeded by as many more, and conditions were no better. On the way down town the little army of standers was reinforced at numerous street corners.

Asides from the discomfort there are many things to test one's patience on the trip, including long freight trains on Washington avenue, which usually cross the intersecting streets just as a trolley car is approaching, and thus delay the workmen unduly.

TRAINS DELAY THE CARS. Trains this morning held up a carload of ambitious workers for nearly five minutes. When the car eventually crossed Washington avenue there was a sigh of relief, and the passengers looked forward to a rapid run to the yard to make up lost time. There are many navy yard employees who live downtown, and they were very much in evidence at several corners. At half a dozen points they had to jam themselves on the car and put up with much discomfort in order not to be late for work.

After passing Moyamensing avenue the car made fairly good time and reached the yard at 7:53, half an hour after leaving Arch street. The conductor said that the run was usually made in 25 minutes.

Granting this to be the case, even this time will be reduced to 17 minutes when the subway is constructed on Broad

street, according to calculations in the report of Director Taylor, of the Department of City Transit.

The navy yard employs 2500 men of the central part of the city, emphasizing the necessity for the speedy construction of the Broad street subway.

ON THE RETURN TRIP. Returning from League Island to the center of the city during the rush hour yesterday, conditions were found to be no better. The car leaving the navy yard at 4:10, five minutes after the regular quitting time in the shops, was packed before it started. A dozen cars leaving after that time were just as crowded.

As stops were made only to allow passengers to leave the car, the trip to 12th and Arch streets was made in 27 minutes. Those who boarded the car at this point were lucky to find even straps to hang on.

During the last few years a very large number of families have moved from South Philadelphia to other sections, and the poor congested street car facilities have been largely held responsible for the exodus.

The employees of the Navy Yard are showing great enthusiasm in connection with the transit program. They are beginning to realize that they will be able to travel directly to their homes in various parts of the city by the high-speed system, and then, if necessary, by surface line from any station thereon, for one FIVE CENT FARE.

Incidentally, there is general rejoicing in South Philadelphia over the prospect of the elimination of exchange tickets for these many exchange ticket points in that section of the city.

Director Taylor states in his report on transit situation that the swamps and ash piles which greet the eye of the downtown rider will vanish and that cozy homes will take their places. This will put that section of the city on an equal footing with the rest of Philadelphia in the matter of living conditions and transportation facilities.

In an address before the South Philadelphia Business Men's Association on March 25 last, Director Taylor dwelt upon

On Tuesday the Evening Ledger will explain the need for rapid transit in West Philadelphia.

among other things: "With the great developments now assured, we can all agree that the growth of South Philadelphia will be greatly accelerated.

"Your present street railway facilities are now greatly overtaxed during rush hours, and great numbers of South Philadelphians are being inconvenienced daily by the overcrowding and the delay due to the necessity of waiting on street corners under all weather conditions while packed cars pass by until one with standing room appears.

"The capacity of the existing lines is limited. The street railway traffic in South Philadelphia has been increasing at the rate of about 4 per cent per annum. If this rate of annual increase continues, your situation, without additional transit facilities in the next four or five years, will be intolerable.

"Rapid transit facilities are absolutely essential to the welfare of South Philadelphia. They will relieve the congestion from which you are now suffering, and which is bound to increase year after year to a degree that will minimize what would otherwise be the bounteous harvest which you should reap from the developments inaugurated.

"The recommended South Broad street subway, operated in conjunction with free transfer surface lines, will relieve the increasing congestion which is threatening your welfare.

"By this subway line your section of the city will ultimately be connected with every other important section of the city by high-speed arteries. Thus families may establish permanent homes in South Philadelphia, from which their wage-earners can reach every important place of employment in the city quickly, cheaply and comfortably. It will bring into the market 600 acres in the southern section which are now devoid of necessary transit facilities; it will aid in making the League Island Navy Yard the great naval base of the East by connecting it up with all the important railroad terminals in Philadelphia and by bringing in close convenience to the navy yard all the skilled labor of this metropolitan city in every line pertinent to the naval requirements.

"While your section of the city will not be saved so much time in reaching the main business district as will be saved to other sections, your need for added transportation capacity is far greater than the needs of some other sections of the city.

"Let us take the position that Philadelphia requires and must have adequate transit facilities, including rapid transit lines, the extension of existing surface lines as needed, and the routing of existing lines and arrangement of fares which will be just to all and discriminatory against none."

PRESENT TIME-28 MINUTES

TIME BY RECOMMENDED RAPID TRANSIT LINE-17 MINUTES

TIME SAVING, LEAGUE ISLAND TO CITY HALL

The diagram shows how 11 minutes would be saved in this journey by a rapid transit system.

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The plan to extend the Broad street subway to the Philadelphia Navy Yard is based upon the desire of Philadelphia to co-operate with the Government in developing the Philadelphia Navy Yard as the great naval base of the East.

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"It will afford rapid transit connections with all of Philadelphia's railroad terminals."